



# SHRIMATI INDIRA GANDHI COLLEGE

(Affiliated to Bharathidasan University)

Nationally Accredited at 'A' Grade (4<sup>th</sup> Cycle) by NAAC | An ISO 9001 : 2015 Certified Institution

Tiruchirappalli - 620 002

**Name** : Dr. BRINDHA NATARAJAN  
**Designation** : Assistant Professor  
**Department** : Department of Management  
**Qualification** : MBA., M.Phil., Ph.D.,  
**Experience** : Teaching: 23.07                      Research: 14  
**Area of Specialization(s)** : Human Resources Management and Marketing  
**Email (Official ID)** : [brindha@sigc.edu](mailto:brindha@sigc.edu)  
**Aadhar No** : 3127 1102 5364

## Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph.D.,	Management - HR	Bharathiar University, Coimbatore	2011
M.Phil	Management	Alagappa University, Karaikudi	2005
M.Sc.,	Applied Psychology	Bharathiar University, Coimbatore	2010
M.B.A.,	Human Resources Management and Marketing	Karpagam College of Arts and Science, Coimbatore	2000
B.Sc.,	Chemistry	Sri GVG Visalakshi College, Udumalpet.	1998

## Additional Qualifications

Diploma / Vocational / Certification	Area of Specialization	Institution/University/ Agency Name	Year
PGDCA	Computer Applications	Alagappa University	2005
DCP	Diploma in Counseling Psychology	Royale Institution	2022
DCP	Diploma in Child Psychology	Royale Institution	2022
TTT	Train the Trainer	Lookinglass HR PVT LTD	2024
IIC	Innovation Ambassador	IIC/MHRD	2025

## Researchers Profiles

ORCID ID : 0000-0002-5118-3877 | [SCOPUS ID](#) | [GOOGLE Scholar ID](#)

## Research Publications (Indexed)

### International

Sl. No.	Title of the Article	Details of the Publication
1	Forecasting the Implication of Block chain Technology in Banking Industry	A Journal of Composition Theory, ISSN: 0731-6755, Volume XII Issue IX September 2019. Pp. 239-250
2	Adjustments of Qualified Expatriates: Evidence from the GCC	34 <sup>th</sup> International Business Information Management Association Conference (IBIMA), 13 – 14 November 2019, Madrid, Spain, Conference Proceedings ISBN 978-0-9998551-3-3, Editor Khalid S. Soliman. Pp. 9739-9746
3	Expatriate Instructors in the Middle East: Adjustment COVID-19	Proceedings of the 36 <sup>th</sup> International Business Information Management Association Conference (IBIMA), 4 – 5 November 2020, Granada, Spain, Conference Proceedings ISBN: 978-0-9998551-5-7, Published in the USA). (Web of Sciences, SCOPUS, Engineering Village, etc. are indexed by Thomson Reuters (Web of Sciences) Since 2 0 0 6 and by SCOPUS INDEXED since 2005.
4	Ecological Environment in Trade Union Organization Part of Implementation in Action.	Journal of Environmental Protection and Ecology, Official Journal of the Balkan Environmental Association Vol.24., No 6, (2023)
5	An Evaluation of the Ganga River's Carbon flow and its impact on India's Nutritional and Climate Change Paper	ID gnest_05216, Global NEST Journal, <a href="https://journal.gnest.org/publication/gnest_05216">https://journal.gnest.org/publication/gnest_05216</a> . Paper in online from 17.08.2023.
6	Management Protocol for water pollution Reduction in Indian Rivers: An Analytical Review	Pol. J. Environ. Stud Vol.XX, No. X (XXXX), 1-9
7	Perceived Stress, Work-Family Conflict of Air Warriors from their life style - A Descriptive Study at AFAC, Coimbatore	International Journal of Business Economics and Management Research Volume 2, Issue 10, (Oct 2011), ISSN 2229-4848. pp. 74-88

8	The impact of Role Variables in Work-Family Conflict among Merchandisers of Knitting Industries in Tirupur District	International Journal of Human Resource Management and search Volume 2, Issue 3, (Sep 2012), ISSN 2249-6874. pp.50-60. (Impact Factor(JCC)2012: 2.9966)
9	A study on telecommunicating as a Coping Strategy for Work-Family Conflict.	International Journal for Scientific Research, Peer Review & Referred Multi Subject Journal, Vol 3, Issue 7 July 2014. ISSN No. 2277- 8179. Impact Factor – 1.8651, Pp – 36-39
10	Entrepreneurial Self Efficacy and Continuation of Business of the Small Scale Entrepreneurs in TANSIDCO, Coimbatore.	International Journal for Scientific Research, Peer Review & Referred Multi Subject Journal, Vol 3, Issue 9 July 2014. ISSN No. 2277- 8179. Impact Factor – 1.8651, Pp – 3-5
11	A Study on Job Satisfaction of Paper & Pulp Mill Employees in Dindigul District, Tamilnadu, India	International Journal of Applied Engineering Research Print, ISSN 0973-4562, Online ISSN 1087—1090, Volume 10, Number 39 (2015) pp. 29672-29678 (H Index: 3) SCOPUS INDEXED
12	Self-Efficacy of employees in public sector enterprises with reference to Salem Steel plant.	International Journal of Business and Administration Research Review, Vol. 1, Issue.12, Oct - Dec, 2015. Peer Reviewed, Listed & Indexed, E- ISSN -2347-856X - ISSN
13	OCB of Employees in Public Sector Enterprises with Reference to Salem Steel Plant.	International Journal of Research in Business Management (IMPACT: IJRBM), ISSN (E): 2321-886X; ISSN (P): 2347-4572 Vol. 4, Issue 3, Mar 2016, 1-10.
14	Fostering a Diversity Culture in Business: Power and the Recruitment of Ethnic Minorities.	International Journal of Business Research and Management (IJBRM), Volume-7: Issue-2: 2016
15	Time Management & WLB among Women Employees in Buraimi's Banking Sector.	EPH International Journal, ISSN: 2208-2190 - Volume 4 Issue 3 March 2018. Pp. 1- 8

## National

S. No.	Title of the Article	Details of the Publication
1.	Comparative study between BPO and KPO” has been published in GIM Journal Of Management.	Vol 2, No.2, Jan - June 2007 - pp 59-67- (ISSN – 0974-0708).

2.	Working Women and Stress" has been published in Women's Link	Vol -14, No-4, Oct – Dec - 2008. pp 7-9 &16.
3.	Assertiveness – a way to distress	Genesis Resonance, Vol -1 issue – 1, Sep- 2008
4.	Quality of Management Studies in Distance Education – Issues and Challenges in Asia.	SHEJ- SRDE Journal of Higher Education, Vol.1 No.1, November 2008, pp 15-18.
5.	Relentless Efforts for Efficiency	GIM Journal of Management, Vol.3, No.2, July-Dec 2008. ISSN 0974-0708
6.	Customer Preference of on-line shopping with reference to Coimbatore and Erode Cities.	SONA Journal of Marketing Research, Vol-1, Issue -1, Jan 2009, pp 42-50
7.	Determinants of Work Family Conflict - An Ethical Review.	Karikadharma, Ethical Transformation of Contemporary Business pp 124-131, ISBN: 978-81-909150-3-8
8.	Retail Internationalization – Opportunities in the Indian Retail Landscape	Emerging Trends in Retailing Industry, ISBN: 978-81-7273-537-1
9.	Talent Management – An Overview	Managerial Strategies for excellence Edited Volume, 2010, N.Pachanathan, Scitech publications, Chennai, pp. 298-304, ISBN: 978-81-8371-290-3.
10.	Growing green investments in Globalization	Synergize green to gold, Edited Volume 2010, pp.37-43, ISBN: 978-81-908455-5-7
11.	Enhancing Interpersonal Relationship-A Best HR Practices	Nehru Journal of Management and Research, Issue 3, Volume 1, ISSN-2230-7974, pp.72-75
12.	Recruitment Services in Services Industry	Challenges and Issues in Services Marketing, First Edition: July2011, ISBN: 978-81-907494-2-8. pp 275-278
13.	Influence of Work Related Stress on Work Family Conflict: A Study among Marketing Professionals in Coimbatore District	PERIPEX – Indian Journal of Research, Peer Reviewed & Referred International Journal, ISSN No – 2250-1991, Vol:3, Issue:7, July 2014, Impact Factor – 1.6714, Pp 47-49
14.	An Overview of Endorsing Early Reading Culture in English with Arab Students in Oman.	Global Journal for Research Analysis, ISSN No 2277 – 8160, Volume-5, Issue-11, November – 2016, IF : 3.62; IC Value 70.36. Pp – 90-92.
15.	An Overview of Endorsing Early Reading Culture in English with Arab Students in Oman	Global Journal for Research Analysis, Volume: 01, Issue:03, Pp. 253-262

16.	Positive psychology based Educational Institutions – Review of the interventions for the well- being of the students	National Symposium on Bridging Education & Industry for Next Generation (BEiNG'18), College of Applied Sciences, Suhar, Sultanate of Oman.
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## Patents Granted

S. No.	Title of the Patent	Details of the Patent
1	System and Method for Providing Investment Essentials to Youngsters and Beginners Using Artificial Intelligence	2025/Design Patent – Filled
2	Employee Talent Predicting Device	2025/Design Patent - Filled
3	The Effect of Online Marketing on Consumer Purchasing Behaviour – An Investigation	2025/Design Patent - Filled

## Presentations in Conference

### International Conferences

S. No.	Title of the Paper	Seminar/ Conference	Venue	Date
1	Indian Incorporations – Position and Performance in Global Environment.	'Globalization – Its Impact on Export Market'	Vidhyasagar Arts and Science, Udumalpet,	Feb 17, 2004.
2	Ensure Truthfulness – More Ways Than One	'Corporate Culture and Ethical Climate'	Sri GVG Visalakshi College for women, Udumalpet,	Sep 29, 2004.
3	Globalisation on Service Sector.	'Global Business Strategies,	Navarasam Arts and Science College for women, Erode.	Dec 27, 2004.
4	Green Marketing	Globalisation Marketing Trends	PSGR Krishnammal College for Women, Coimbatore,	Sep 6&7, 2005.
5	Strategies for Retaining Human Resource	HR Practices in the Knowledge Management Era	Karpagam College of Engineering, Coimbatore.	Feb 24, 2006

6	E-tailing.	Retail Marketing	PSGR Krishnammal College for Women, Cbe.	Aug 22, 2007.
7	Ethical Consumerism.	Corporate Social Responsibility	Karpagam College of Engineering	Sep. 24, 2007.
8	Innovative HR strategies in Globalisation	Emerging Paradigms in Management Practice – A Journey towards Business Excellence	Guruvayurappan Institute of Management,	October 06, 2007
9	Environmental & Social Forces in Multi-Disciplinary Research.	5 <sup>th</sup> National Conference on Business Research.	PSGIM, Coimbatore	Nov16 <sup>th</sup> and 17 <sup>th</sup> 2007.
10	Personal Knowledge Management	Information Technology	PSNACET, Dindugal	Feb 16 <sup>th</sup> 2008.
11	CRM Practices in Banking Industry	Changing face of Indian Banking	GRD School of Commerce & International Business.	Feb 21 <sup>st</sup> 2008
12	The Credit Card as a Credit Scheme – Success with some issues	Banking in the era of diverse development paradigms: from financial inclusion to special economic zones (Supported by UGC and CSEZ)	Cochin University	3 <sup>rd</sup> March 2008.
13	HR in Governance	Business Ethics, Corporate Governance and Social Responsibility. (UGC Sponsored)	Pondicherry University,	April 12 <sup>th</sup> and 13 <sup>th</sup> 2008
14	HR Practices – Manufacturing Sector	Innovative Business Strategies for the Indian Industry – Future Outlook	Guruvayurappan Institute of Management.	Sep 27 <sup>th</sup> 2008.
15	Work-Life Conflict – A virul fever to the Personal Satisfaction	Innovative Business Strategies for the Indian Industry – Future Outlook	Guruvayurappan Institute of Management on	Oct 10 <sup>th</sup> 2009
16	Corporate Social Responsibility & Ethics to maintain Human Resources	Legal and Regulatory Frame Work for Corporate Sector.	Dr.N.G.P Arts and Science College.	17 <sup>th</sup> Feb 2010.
17.	Retail Internationalization – Opportunities in the Indian Retail Landscape.	Emerging Trends in Retailing Industry.	SNR Sons College.	20 <sup>th</sup> March 2010
18.	Work-Family Conflict – An Emerging Issue in South India	Business Strategies for Sustainable Growth	Karpagam College of	29 <sup>th</sup>

			Engineering	October 2010
19.	Social Support – Work Family Conflict – An Overview.	Emerging Trends in Global Business.	RVS IMS & RVS CET	10 <sup>th</sup> Sep 2011.
20	Role of Entrepreneurs in Indian Economy	Rural Empowerment for Economic Growth – Indian Perspective	Coimbatore Institute of Engineering and Technology	11 <sup>th</sup> and 12 <sup>th</sup> April 2012
21	Reinforcing a Learning Climate for a Better Culture with reference to Garment Retailing Sector in Coimbatore	HR – SUMMIT	IIM Kozhikode	14-16, March 2014.
22	Impact of CSR activities in Personality Development with PG students at Coimbatore.	Sustainability and Corporate Social Responsibility (SCSR-23)	RVS Institute of Management Studies	31 <sup>st</sup> October 2023
23	Digital Agility – A Peep into the Future	Digital Leadership	RVS Institute of Management Studies	8 <sup>th</sup> Nov. 2024
24	Globalizing Indian Knowledge and Redefining Education with NEP as a Universal Framework (IMCGIK'25)	Swedish Education – A Case Study	Aiman College of Arts and Science for Women	21 <sup>st</sup> and 22 <sup>nd</sup> Feb 2025

## **Presentations in Conference**

### ***International:***

<b>S. No</b>	<b>Title of the Paper</b>	<b>Seminar/ Conference</b>	<b>Venue</b>	<b>Date</b>
1	Strategic HRM	Strategic HRM	PSGIM, Coimbatore.	July 30&31 2007
2	Challenges of Marketing Plan in Products and Advertising – Globally	Managerial Issues in Globalised Era	Sree Amman College of Arts and Science, Erode,	October 17 <sup>th</sup> & 18 <sup>th</sup> 2007.
3	Changing HR Practices in Banking Sector	Changing Role of Banks – A Global Perspective,	Karpagam Arts and Science College, Coimbatore	January 10 <sup>th</sup> - 12 <sup>th</sup> 2008
4	Quality of Management Studies in Distance Education in Indian Universities	Reforms in Higher Education in Asia	Cardamom Planters Association College, Bodinayakanur,	March 3 <sup>rd</sup> - 5 <sup>th</sup> 2008

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5	HR Strategies in Indian IT – ITs Sector –Challenges and Opportunities	Globalisation – Impact, Challenges and Opportunities	St.Joseph’s College of Arts and Science, Cuddalore	March 14th&15th 2008.
6	Managing Diversity- A Challenge in Global Business	Complex Human Force	Dr.MGR University	April 3 <sup>rd</sup> & 4 <sup>th</sup> 2009
7	Social Support and Work – Family Conflict – An outcome of Recession.	Rebooting strategies for Global Recession.	Tiruppur Kumaran College for Women	20 <sup>th</sup> August 2009
8	Work – Family Conflict an emerging Issue.	Innovative Practices in Management.	Paavai Engineering College.	31 <sup>st</sup> Dec 2009
9	Work Place Conflict – One of the Challenges During Recession.	Global Recession and its Impact.	Nehru institute of Management Studies	18 <sup>th</sup> Feb 2010
10.	Non – Monetary Rewards – A Psychological Approach.	Challenges of Indian Business in Global Economy.	AnnaiMathamma l Sheela Engineering College.	23 <sup>rd</sup> Sep 2011.
11	Entrepreneur with CSR towards Indian Economy	Innovation and Entrepreneurship in a networked world – ICIE 2012	SIIMS, Pollachi	11 <sup>th</sup> -12 <sup>th</sup> May 2012
12	Transformation Leadership for Organisational Effectiveness	Impact of Global crises in Indian Business	AnnaiMathamma l Sheela Engineering College.	14 <sup>th</sup> Sep 2012
13	Impact of Education on Management Studies to Decide their Profession as Entrepreneurs	Impact of Global Crisis on Indian Business Scenario	Vivekananda College for Women	4 <sup>th</sup> Jan 2014
14	Self Efficacy & Self Motivation	Competency Building Strategies in Business and Technology for Sustainable Development	Sri Ganesh School of Business Management	19 <sup>th</sup> Feb, 2016.



15	Business Process Re-Engineering and Change Management	Re-Engineering Business Concepts and Rapid Changes in Worldwide Business Patterns	Rathinam College of Arts & Science, Coimbatore.	18th August, 2016.
16	National Symposium on Bridging Education & Industry for Next Generation (BEiNG'18).	Positive psychology based Educational Institutions – Review of the interventions for the well-being of the students	College of Applied Sciences, Suhar, Sultanate of Oman.	2nd and 3rd MAY 2018
17	G20 – Impact on Indian Industries	Perceptions of Sustainable Entrepreneurship in Developing Economy.	Angappa College of Arts & Science, Coimbatore.	10.08.2023
18	Globalizing Indian Knowledge and Redefining Education with NEP as a Universal Framework (IMCGIK'25)	Swedish Education - A Case Study	AIMAN College of Arts and Science for Women, Trichy.	21st & 22nd February 2025

### **Participation in FDP/ MDP/ STTP/Workshop/Webinar/Convention**

S.No	Title of the Paper	FDP/Work Shops	Venue	Date
1	Education – Key to Nation Building	One-Day Seminar	Bharatiya Vidya Bhavan, Coimbatore.	March 27, 2004
2	Quality Assurance, a Post Accreditation Mandate.	Southern Regional Workshop (sponsored by NAAC)	Sri GVG Visalakshi College for women, Udumalpet.	June 22, 2005.
3	Effective Management Teaching and Science of Article Writing and Art of Publishing it	2 Days FDP	Sree Saraswathi Thyagaraja College, Pollachi.	October 16&17, 2007
4	Business Research Methods and Models	SEM Applications in Business Research	Cochin University of Science & Technology	3rd March 2008
5	Pedagogy	3 Days Faculty Development Workshop	XIME – Cochin	Sep 27th 2008.

6	Work Shop on SPSS	3 Days work shop	Jansons School of Business	7th – 9th Aug 2009
7	Entrepreneurial Promotion creating Job Providers	3 Days Workshop	Karpagam College of Engineering	20– 22 Oct 2011
8	Writing Research Article	1 Day Workshop	KSR College of Technology	10th May 2013
9	Creativity & Innovation	2 Days Workshop	XIME, Bangalore	21-22 Nov, 2014
10	Effective Course Design and Delivery to Attain Better Student Engagement	3 Days Workshop	University of Buraimi, Sultanate of Oman.	16 <sup>th</sup> – 18 <sup>th</sup> July 2018
11	Understanding Outcome Based Education	7 Days Workshop	Shrimati Indira Gandhi College, Trichy.	10– 18 June 2024
12	Writing Proposal for Funded Projects	2 days National Online Workshop	Sunshine Academy for Research and Innovation	19& 20 September
13	Ethics and Values for Teaching Professional and Administrators	8 days International FDP	Rani Anna Government College for Women, Tirunelveli and Globethics Academy, Geneva, Switzerland.	22 – 29 November 2024.
14	Women in Cyber security and Disaster Management: A Strategy Framework for Sustainable Safety	6 days(ATAL) Academy FDP	Shrimathi Indira Gandhi College	20.01.2025 to 25.01.2025
15	Angel Investment and Venture Capital funding opportunity for early stage entrepreneurs	International Webinar	HKBK Degree College, Bengaluru in association with SEMS Welfare Foundation	21.01.2025
16	Financial Freedom: Planning Today for a Better Tomorrow	National Webinar	Department of Commerce, HKBK Degree College, Bengaluru	22.01.2025
17	Strategize You Publishing Journey	ReTalk Webinar	R&D Cell, Ramaiah Institute Management	26.03.2025

18	Fostering Innovation and Strengthening the Startup Ecosystem in Academia	One Week Faculty Development	Sree Ayyappa College for Women and GrowEx Ventures	24.03.2025 to 30.03.2025
19	Empowering Higher Education Institutions in Technology-enabled Learning and Blended Learning	Five-Day Faculty Development Programme	Commonwealth Educational Media Centre for Asia, New Delhi, the Association of Indian Universities, New Delhi, the Integral University, Lucknow and the Aryabhata Knowledge University, Bihar,	7.04.2025 to 12.04.2025

### Participation in Orientation Programme / Short Term Courses

1. Participated in the "Master class Series" Under IP Utsav, Organised by All India Council for Technical Education (AICTE) and Ministry of Education's Innovation Cell (MIC) held from 21.04.2025 to 26.04.2025.
2. Completed the "NEP 2020 Orientation & Sensitization Programme", secured with an 'A' Grade, organized by Malaviya Mission Teacher Training Programme (MM-TTP) of UGC by MMTTC, Bharathidasan University, Tiruchirappalli, held from 21.04.2025 to 29.04.2025.

### Invited Speaker / Session Chair- Conference / Seminar / Workshop

Sl.No	Institution and Department	Title	Date
1	Department of BBM (CA), Sri GVG Visalakshi College for Women, Udumalpet.	Your Touch... Your Window... Your Identity... (Entrepreneurship)	06.05.2020
2	Nehru Institute of Technology Department of Science and Humanities	Entry into College... Life Changing Period (Induction Program)	14.10.2020
3	Nehru Arts and Science College Department of Physics	Promotion of Universal Values (Induction program)	02.02.2021
4	Karpagam University Faculty of Arts and Science and Humanities Department of Commerce (B.Com & M.Com)	Emotional Intelligence – Secret of Leadership	23.02.2021
5	KG College of Arts and Science Department of Commerce & HR Club	HRM from Text to Practice – A View	25.02.2021

6	EDUMATE.TV GUIDE and SEEK	Purpose and Scope of Career Counseling	07.05.2021
7	Pearlcity Academy for leadership and Management Skills (PALMS), Tutikorin.	Mindfulness – A Positive Relationship Tools (Training Program)	12.08.2021
8	Mar Dionysius College, Kerala, Pazhanji. Department of Travel and Tourism	Research – A Holistic View	13.08.2021
9	SNMV College of Arts and Science Department of IT	Attitudes and Social Responsibilities (induction Program)	18.09.2021
10	Sri GVG Visalakshi College for Women, Udumalpet. Department of BBM( CA)	Personality Development - A New Perspective ‘Shaping the Inner you’	22.10.2021
11	IIC and Dept of IT, K. Ramakrishnan College of Engineering, Trichy	Think, Design, Innovative: A workshop on Creative Problem Solving.	06.02.2025

### Member in BoS

1. Board of Studies Member in Sri GVG Visalakshi College for Women, Udumalpet

### Conference / Seminar / Workshop Organized

Organized and served as the Organizing Committee member for the International Conference on AI for Collaborative Innovation: Bridging Academia and Industry, organized by the Department of Management, Shrimati Indira Gandhi College, on February 14, 2025.

### Membership in Professional Bodies

Name of the Professional Body	Nature of membership	Duration
Coimbatore Management Association	Life time member	Present
The Coimbatore Productivity Council	Life time member	Present
Indian Academic Researchers Association, Trichy	Life Time Member	Present
National Human Resource Development, Trichy	One Year	2025

### Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Best Contributor to Education	Indian Institute of Science (IISc), Bangalore	2025
Best Volunteer Award (Kalvi 40)	Bumble B Trust (NGO)	2023